



invitation

2026 ASIA YACHT EXPO

ASIA WATER-BASED TOURISM, SPORTS, LEISURE CRAFT & YACHT EXPO AND NEW ENERGY INTELLIGENT & UNMANNED BOAT ECO EXPO 2026

 **May 15-17, 2026**

 **China Import & Export Fair Complex, Guangzhou**



INVITATION



SCAN TO FOLLOW US



50,000+ Sq.m



500+ Business



35,000+ Visits



ORGANIZERS AND ASSOCIATIONS

ORGANIZER

Guangdong Grandeur International Exhibition Group Co., LTD
Guangdong Yacht Industry Association

HOST

Guangdong Grandeur International Exhibition Group Co., LTD

CO-ORGANIZER

Hainan Provincial Yacht and Tourism Association
Zhejiang Yacht Industry Association
Yacht Industry Development Association of Fujian
Liaoning Yacht Association
Yantai Cruise & Yacht Industry Association
Tianjin Cruise & Yacht Association
Qingdao Cruise & Yacht Association
Zhuhai Yacht Tourism Association
Shenzhen Bay Yacht Club Co. LTD
Asia Pacific Yacht Club
Huizhou Canoeing Association
Zhuhai Yacht Tourism Association
Shenzhen Bay Yacht Club Co. LTD
Asia Pacific Yacht Club
Zhuhai Gree Yacht Co., LTD
Zhuhai Hongzhou Holding Co. LTD
Guangzhou Taikoo Cang Marina Yacht development Co., LTD
Sanya Visun Royal Yacht Club Co., LTD
Guangzhou Huangpu Marina Cultural Tourism Co., LTD
Guangdong Wuzhou Yacht Co., LTD

ASIA YACHT EXPO

ASIA WATER-BASED TOURISM, SPORTS, LEISURE CRAFT & YACHT EXPO
AND NEW ENERGY INTELLIGENT & UNMANNED BOAT ECO EXPO 2026





INTRODUCTION

Currently China urges dual economic circulation and the high-quality development of the Bay Area, making water leisure tourism industry a unprecedented robust one. **Asia Water-Based Tourism, Sports, Leisure Crafts & Yacht Expo and New Energy, Intelligent & Automatic Boats Expo 2026 (Asia Yacht Expo 2026)** is slated to be held from May 10 - 12, 2026 at Canton Fair Complex in Guangzhou, by GYID and Grandeur to promote the high-calibre development of water sports, water-based tourism and related industries. Asia Yacht Expo 2026 will gather 500 companies covering water sports products, diving equipment, sightseeing ships and related products and invite 100 investing institutions and experts, scholars and heavyweights as well as 35 000 visitors to the fairground.

500+

Related industry chain enterprises participate in the exhibition



100+

Investment and financing institutions, experts and scholars participate in forum exchanges



35,000

Visitors' Visiting Experience



PREVIOUS REVIEW

We have proudly served a wide range of prestigious global and domestic brands, including: Toshiba, YAMAHA, HONDA, SUZUKI, AZIMUT, BOMBARDIER, PERSHING, SESSA, FERRETTI YACHTS, RIVA, JEANNEAU, PRESTIGE, FONTAINE PAJOT, REGAL, SOBHA, NORTHERN LAND, ASTON MARTIN, Volvo, Frank, Feichi, O'Neill, Singapore Shipping Association, International Electric Maritime Association (IEMA), PULINA, Weichai, Jiepeng, Jinyun, Baowei, Shunyue, Ruilin, Tianyu, Dalian HuanZhu, Jungao, Wanlida, Suifeng, Kaijie Yachts, Wuzhou, Minhua, Haiyi, Junjie, Zhongya, Ailema, Qianda, Yitong Vision, Xilang, Tengfei, Comina, Yatai, Zhenghao, CITIC, Jianhao, Easly, Maimeng, Zhongyi Hechuang, Zhongchu, Runguan, Haipu, Yuxi, Jingxiang, Jinlong, Suhang, Hankai, Bay Crocodile, Weile, Baibang, Yidong, Guangzhou Marine Engineering, Fanhai Marine, Huangjie, Haihong, Ruixinghong, Jacksons, Jinbaoguan, Yeguangming, Xinmingyang, Jixiangxing, Meixianmo, Qinbao, Xuancaixuan, Changxu, Iwatani, Xin Si Sheng Lian, Yunxiang, Puchuang, Xinzhiyang, Dehe, Defico, 014, Easy Station Zhilian, Turnbo, Xinxing, Defeer, Leitoh Maritime, Xinmeike, Fenglinwan, Mingnuo, Easy ID, Huaxun, Shangjia, Wanbang, Lidong, Haidelong, Yongchang, Shenghui, Langmingda, Shihang, Bolimei, Chuangu Times, Duoluoxing, Deyang, CITIC Cultural Tourism, Bonnie, Yuhao, Sansong, Sea Star, Chuangxi, Yachtism, Toshiba, Yibang, Yizhou, Debes, Pengfeng, Yahui, Moson, Lanjing Cultural Tourism, Hongjiu, Boskai, Fenghui, Oka, Hailanxing, Xiaojing Dahe, Aobote, Millennium, Feibo, Hongye, Tianyue, Zhoubotong, Bianfeng, Junpei, Yuandu, Zhouyang, Yashente, Qirong, Donghao, Xiaojingang, Shengxin, Yaoli, Tengfei, Onairo, HuanZhu, Sijia, Yida, Spid, Jianheng, Nicoda, Lili, Zenice, Daisen, China Railway, Hengwei, Shuangdeng, Changsheng, Yinghui, Siweiniu, Xisui, Xin Zhi, Biaoyue, Yaosheng, Yangwang, and Honghai. among many others.



Asia Yacht Expo 2025 was held from May 10 - 12 at Area B of Canton Fair Complex in Guangzhou. The three-day expo attracted 35 000 visitors from 50 countries and regions, including international buyers from Russia, Malaysia, North Korea, Thailand, Algeria, Peru, Singapore, Japan, Canada, United States, India, Australia, Spain, Ecuador, Senegal, United Kingdom, New Zealand, Bulgaria, Mongolia, Germany, Jordan, Uzbekistan, Lebanon, Brazil, Yemen and domestic visitors from Beijing, Shanghai, Zhejiang, Shandong, Hainan, Sichuan, Liaoning, Guangzhou, Foshan, Dongguan, Hong Kong and Macao. We provided an one-stop exchange platform for trade insiders to unleash business potentials.



PREVIOUS ACTIVITIES

The 2nd China New Energy Boat Development Summit, under the support by IEMA, GINESPIC, iShipOffshore.com, InAI New-Ships and the joint organization by GYIA, GSMANE and GHATIA, was successfully held on May 11, 2025 at Canton Fair Complex.

It aims to promote high-quality development of new energy yacht industry and new quality productive forces empowerment, innovation across the chain, competitiveness of the industry and global exchange. The Summit drew a full house with special guests including: Mr Li Kun (Youth Principal Investigator and Chief Engineer of Ship Center of China Waterborne Transport Research Institute); Mr Adria Jover (President of IMEA); Mr Wang Zhaoyun (Managing Director of China Council for International Investment Promotion, President of Guangdong Yacht Industry Association, Chairman of Guangdong Grandeur International Exhibition Group Co.,Ltd.); Mr Liang Zhaoye (Secretary-General for Guangdong Society of Naval Architecture and Marine Engineering); Mr Chen Chaohe (Professor for South China University of Technology); Mr Huang Dongwei (Senior Engineer and Deputy Director of Guangzhou Ship Plan Approval Center of China Classification Society); Mr Li Chunqiang (Board Chairman of JetPon Group); Dr. Geng Tao (Deputy Director of Guangdong Research Center of Full-Automated Unmanned Maritime Engineering; General Manager of Xiaotun Intelligence); Mr Wang Xuebin (Co-founder for Asia Customized Yacht Co., Ltd.). The Summit was followed by a successful International Theme Forum for Asian Yacht Industry Development themed "Gather Asian Insights Start New Yacht Voyage", with a view to promote international integration and global influence for yacht industry.

CONCURRENT ACTIVITIES

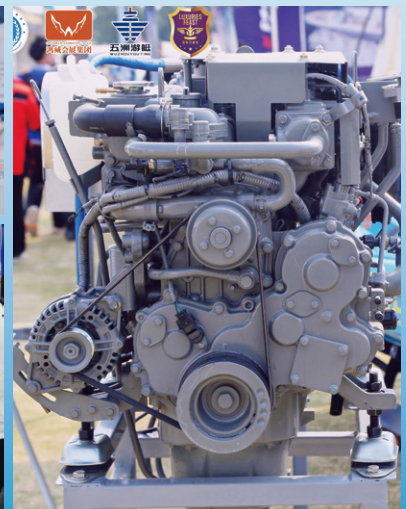
- Asia Pool and SPA Expo
- China New Energy Boat Development International Summit
- International Theme Forum on Asian Yacht Industry Development Conference
- China New Energy Boat and Yacht Investment Conference
- Theme Forum on Asia Water Rescue Development Conference
- Theme Forum on Asia Diving and Deep Sea Exploration Exhibition Development Conference
- Asia Diving Equipment and Deep Sea Exploration Exhibition (ADE)
- Asia Water Rescue and Life-Saving Equipment Exhibition



ON-SITE HIGHLIGHTS

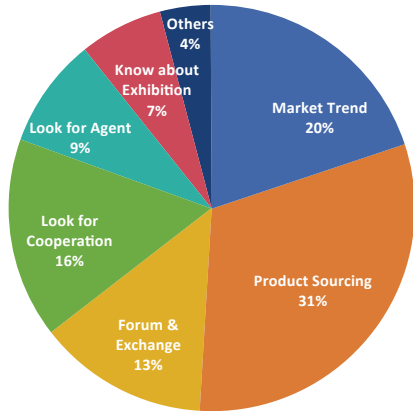


PREVIOUS ON-SITE EVENTS





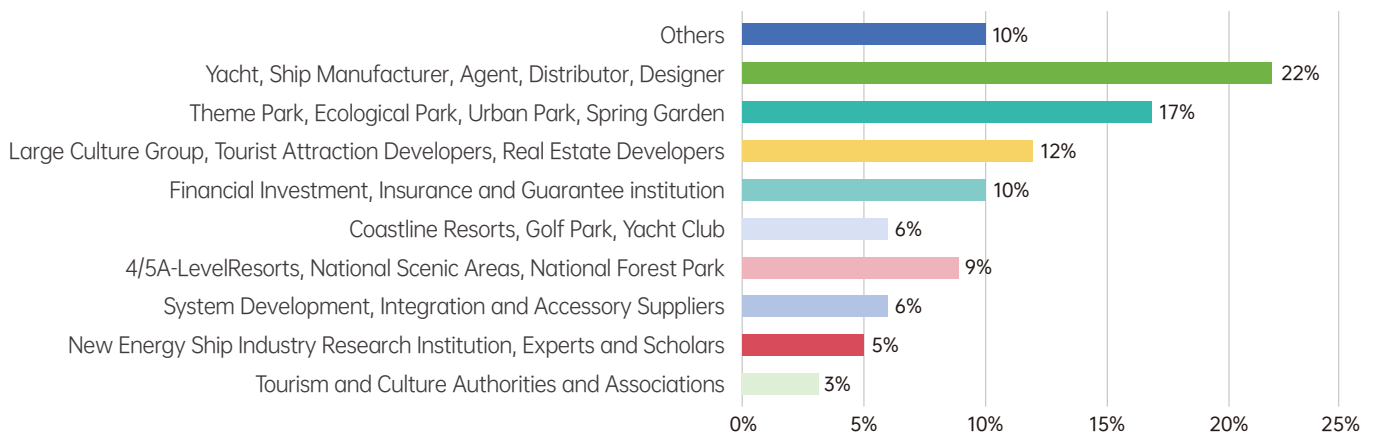
Purposes of Buyers



- Forum & Exchange
- Market Trend
- Look for Cooperation
- Know about Exhibition
- Look for Agent
- Product Sourcing
- Others

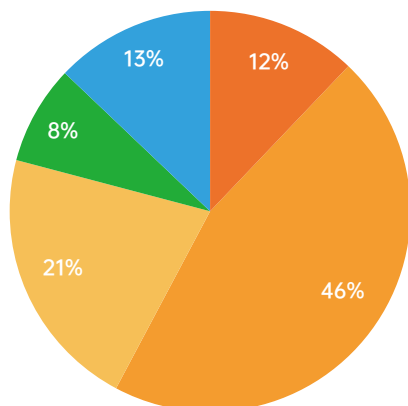
The purposes of visitors participating in this expo are diverse: the demand for purchasing new products is dominant, accounting for as high as 31%; 16% of the visitors aim to find potential business partners; 13% participate in conferences and exchanges to share industry insights; and 20% come to understand market dynamics and grasp the latest trends.

Domestic Visitors' Industries



The visitors' composition of this expo present a diversified characteristic. Among them, visitors from Yacht/Boat Manufacturers, Agents, Distributors, as well as Theme Parks and Ecological Parks account for 22% and 17% respectively. In the investment sector, key participants such as Tourism Developers, Cultural and Tourism Groups, and Real Estate Developers make up 12%. Meanwhile, the total proportion of Visitors who are representatives from tourist attractions—including Theme parks, Ecological parks, Urban parks, Coastal Tourism Resorts, National Scenic Spots, and Yacht Clubs—reaches 32%.

Buyer's Position Composition

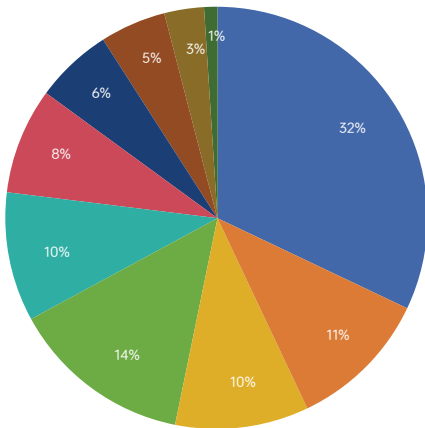


- Decision-makers (CEO/Chairman/Chief Representative/General Manager)
- Advisors (Director/Project Manager/Department Director)
- Experts and Scholars
- Medias
- Others



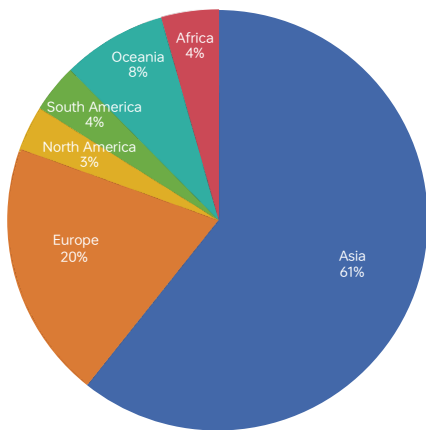
DATA ANALYSIS

Exhibit Composition



- Ship Equipment & Facility
- Power System
- Related Service
- Water Entertainment Equipment
- Yacht
- Sea Fishing Equipment
- Leisure Ship
- New Energy Ship
- GPS, Satellite and Other Communication
- Swimming Products and Equipment

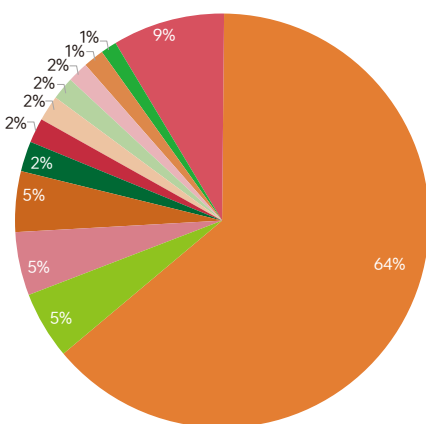
International Visitors' Sources



- Asia
- Europe
- North America
- South America
- Oceania
- Africa

Overseas visitors are mainly from Asia, accounting for 61%. The proportions of the other five continents are as follows: Europe (20%), North America (3%), South America (4%), Oceania (8%), and Africa (4%).

Domestic visitors' Sources



- Guangdong
- Shanghai
- Fujian
- Jiangsu
- Zhejiang
- Beijing
- Hunan
- Shandong
- Hubei
- Guangxi
- Hong Kong
- Others

Domestic visitors are mainly from Guangdong (64%), with the other provinces accounting for relatively higher proportions being Fujian (9%), Shanghai (5%), and Jiangsu (5%).

PARTICIPANTS

Yacht/ship manufacturers, agents, dealers

New energy boat industry research institutions, experts, and scholars

Provincial/municipal cultural and tourism departments (bureaus), administrative units of cultural and tourism, industry associations and other related organizations

Large cultural and tourism groups, developers of tourist attractions, real estate developers and operators

5A/4A resort, national scenic area, national forest park, World Natural Heritage, world cultural landscape, World (national) geopark, ancient town tourism development zone, mountain leisure resort

Theme park, ecological park, urban park, garden hot spring/lake tourist resort, ecological nature reserve

Coastal tourism resorts, golf courses, yacht clubs (clubs), yacht design, marina planning and construction, water sports clubs, and other business representatives

Financial investment, banking, insurance, and financing guarantee institutions

PROMOTION

• Omnichannel Marketing:



1000+
global medias



500+
associations
and chambers of commerce



3000+
In-Depth
News Reports



30
million people



Precise Targeting

Wechat, Douyin, Toutiao, UC and other new medias for precise targeting.



Mainstream Report

100+ TV and radio stations, industrial medias and sub-medias reports.



Tangible Invitation

Omnichannel promotion covering press conference, salon, forum, physical exhibition.



Physical Marketing

Proactive marketing channels such as signboard, light box, fast fact and VIP invitation letters.



Celebrity Effect

Heavyweights, luminaries, experts, leaders and elites will be invited to the fairground.



Cross-Sector Promotion

100+ global associations and chambers of commerce promotion



EXHIBITION SCOPE

Boats & Yachts

Powerboats, sailboats, fishing boats, workboats, jet skis, new energy leisure and sightseeing vessels (including pure electric, methanol-fueled, hydrogen fuel cell-powered, and hybrid-powered boats), smart yachts, unmanned surface vessels (USVs), and unmanned underwater vehicles (UUVs).



Water Sports & Entertainment Equipment

Kart boats, kayaks, inflatable boats, paddleboards, diving gear, and more.



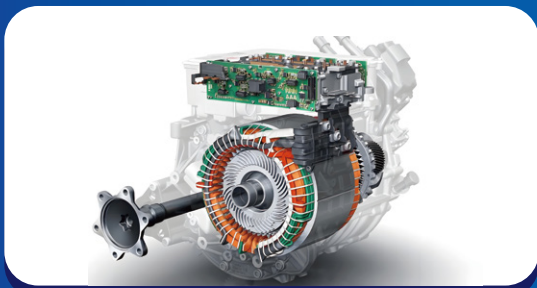
Marine Technologies and Accessories

Yacht propulsion systems, marine electronics, boat components and spare parts, safety equipment, yacht furniture and appliances.



Electric Systems for Boats

Electric propulsion and power systems for boats, energy storage and power solutions, electrical equipment and control systems, as well as auxiliary equipment and technologies.



Other Services

License training, yacht management, berth rental, business parties, events, competitions & training, design and related services.





EXHIBITION PROCEDURE

- Fill the Application Form carefully with official seal chopped, then scan it in color and send to grand@grahw.com



- The organizing committee is on first-paid first-served for booth allocation.



- After being confirmed, exhibitor shall remit deposit (50 % of total fee) or total fee within 5 working days to designated account for final confirmation.



- After receiving payment, the committee will send you Confirmation Letter and Exhibitor Manual containing schedule, exhibition notice, shipping, housing and catering.



- Paid fee is only refundable for special reasons that exhibitor is not entertained by the committee, otherwise it is nonrefundable for exhibitor who withdraws from the exhibition.



- The committee has the sole and absolute discretion in relation to booth allocation for general appearance effect of the Expo.



广东鸿威国际会展集团有限公司
Guangdong Grandeur International Exhibition Group

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